Great versatility for all occasions and in all seasons

Perfectly ripe and ready to use, straight from the freezer

Ruby red color, unique aroma and a flavor fusion of sweet and tart

Frozen within hours of harvest with no additives, just cold air

Multiple frozen red raspberry product formats such as puree and concentrate

Research shows nearly two-thirds of consumers personally like red raspberries or raspberry flavor, and more than 75% of consumers wish they could find more food and beverage items made with raspberries.

Nearly half of consumers describe raspberries as nutritious/healthy.

A whole food with a unique nutritional profile including one of the lowest in fiber and natural sugar compared to other berries

RAISING THE BAR
with REAL RED RASPBERRIES

About the National Processed Raspberry Council

Created in 2013, the National Processed Raspberry Council (NPRC) represents the processed red raspberry industry and is supported by assessments from both domestic and imported sources. The NPRC is responsible for marketing processed raspberries in the U.S. and is committed to promoting the growth of the entire industry. Processed red raspberries are frozen at the peak of ripeness to lock in flavor and nutrition. NPRC’s mission is to invest in research on the health and wellness benefits of raspberry consumption and communicate the advantages of red raspberries to consumers, food manufacturers and foodservice decision makers in order to build demand and secure the long-term viability of the industry.

2. The American Heart Association (AHA), American Diabetes Association (ADA) and the American Cancer Society (ACS) all recommend a high fiber diet for health and wellness and prevent an array of chronic diseases. See more: http://www.redrazz.org/health

Beverage pros select frozen red raspberries for many reasons: the unique perfume, an extraordinary depth of berry flavor, and a vibrant fruit acidity. A value-added addition to beverage menus, red raspberry is a coveted, premium flavor, not easily duplicated or mimicked with artificial ingredients. With consumers looking for house-made drink elements, better-for-you choices, customizable options, and more classic flavors, frozen red raspberries offer an ideal beverage menu solution!

Nutrition Facts
Serving Size 1 oz (14g) Servings

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Value</th>
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<tbody>
<tr>
<td>Calories</td>
<td>80</td>
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<tr>
<td>Total Fat</td>
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<tr>
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<tr>
<td>Total Sugars</td>
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</tr>
<tr>
<td>Protein</td>
<td>2g</td>
</tr>
</tbody>
</table>

*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Save the Seeds
Did you know that a single red raspberry (Rubus idaeus) is actually about 100 little fruits (called drupelets), all clustered together, each with its own seed? If it works for your application, save the seeds!

redrazz.org

@red_razz @redrazz @red_raspberries @red_razz

Frozen Red Raspberry Benefits

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A whole food with a unique nutritional profile including one of the lowest in fiber and natural sugar compared to other berries
Red is an inherently exciting color that naturally draws attention. Optimize the deep ruby color and distinctive fruit perfume of real red raspberries in infused cocktails, mixers, punch, and batch drinks.

**Boost Appeal with Natural Color**

Red is a clean, red color that naturally draws attention. Optimize the deep ruby color and distinctive fruit perfume of real red raspberries in infused cocktails, mixers, punch, and batch drinks.

- Dilute red raspberry puree/concentrate with water and freeze into ice cubes. Garnish drinks with ruby cubes that gradually intensify the drink’s color and fruit flavor.

Visit redrazz.org for the recipes shown here and for a buyers guide, nutrition information and more.

**Red Party Punch at Back**

Revived from the past, today’s punch can be poured, dipped ordispensed for countless thirsty drinkers.

- For starters, try our Razz Crush Red Party Punch, a raspberry-centric quercher that’s less sweet, with a citrus tang and the tropical allure of pineapple.
- To celebrate paradise in a glass, top off Razz Crush Red Party Punch with sparkling wine.

**Razz Up Smoothies and Juice Options**

When you’re keeping track of fiber and sugar, remember that red raspberries are one of the lowest sugar and highest fiber berries. Processed within hours of harvest, frozen red raspberries offer a consistent, just-picked flavor year-round for your handcrafted smoothie and juice programs.

- Lighten bitters with a red razz lift for a signature Manhattan or Rob Roy with a fresh fruit halo.

Infusing simple or agave syrup with red raspberry preserves the berry’s flavor notes of cola, celery, cucumber, green apple, and jalapeno. The results mimic the texture and flavor notes of the best Bloody Mary mixes.

- For a refreshing alcohol-free option, our make-ahead Hibiscus Raspberry Ginger Sweet Rosemary Soda.

Cocktails are the next frontier for clean, natural ingredients. That means no artificial preservatives, sweeteners, flavors, and no colors from artificial sources.

**Classics Come Clean**

- Almond and Raspberry Smoothie combines almond milk, almond butter, red raspberries, banana, oats and honey for a breakfast or an all-day snack.

- Change up the classic Horchata, traditionally made with almond milk, with hazelnut, peanut, pecan or pistachio milk. Let your customers pick their favorite combination.

- Nut milks add unique flavors and textures to beverage menus. Sweet-tart red raspberries counter the richness of nuts milks.

- Botanicals like rosemary, balsam, lavender and tarragon add their own unique flavors.

**Red Razz Tip**

- Merchandise the no added sugar in Raspberry Ginger Sweet Tart. Customers will enjoy a flavorful blend of red raspberries, rosemary, banana, oats, and honey for an all-day snack.

**Bitters and Sour**

DIY raspberry bitters entice signature cocktails. The tangy acidity of a raspberry shrub lends itself to a lot of creativity. Raspberry sour beers offer tart, sweet, crisp, and refreshing flavor.

- A Champagne cocktail with DIY raspberry bitters elevates brunch to a whole new level.
- Infuse raspberry into a bitters base of neutral spirit steeped with licorice root and citrus peel, with a bit of black pepper, clove and chamomile.
- Raspberry shrub with sparkling soda is pure refreshment!

**Yin and Yang in the Glass**

Citrus (lemon, lime, orange, grapefruit) and red raspberry both add natural acidity to a beverage and partner well in the glass. Citrus contributes the bitter/sweet notes, red raspberry the bright/sweet ones.

**Add Allure with Flower Power**

For a cocktail with flower power, mix dry gin, raspberry syrup and rose petal soda.

For a refreshing alcohol-free option, our make-ahead Hibiscus Raspberry Ginger Sweet Rosemary Soda.

**Hand Crafted Non-Alcoholic**

Signature handcrafted beverages offer a new focus for “clean ingredient” menu creativity. Let all-natural red raspberries differentiate and elevate scratch-made artisan sodas, agua frescas, lemonades, iced coffees and teas.

**Red Razz Tip**

- Check out our Flavor Pairing Guide for more ideas and inspiration for using frozen red raspberries on your menu at redrazz.org/professional.

12 oz. frozen red raspberries = 2½ cups Razz Crush